

Premium cosmeceuticals market report

Introduction to industry

[The global premium cosmetics market](#) size was valued at USD 119.3 billion in 2018 and is expected to broaden at a CAGR of 7.6% from 2019 to 2025. The growth is attributed to raising demand for wellbeing beauty products and natural cosmetics. Factors such as increasing brand awareness and influence of premium cosmetics with the help of social media are anticipated to further fuel the product demand. Growing financial independence ability among women and beauty awareness among men are other significant factors contributing to the product demand. Growing alertness regarding premium cosmetics ingredients and their positive effect on the skin is moving consumer preference from traditional cosmetics to premium cosmetics. Preference for premium cosmetics products for problems like age spots, acne, and pigmentation is expected to forecast well for the market growth. Also, demand of effective ingredients is boosting the product sales. The consumer choice for imported and branded cosmetics is majorly induced by brand name, product safety, and price. Availability of a wide range of products along with increasing disposable income is anticipated to drive the market growth in near future.

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Product type

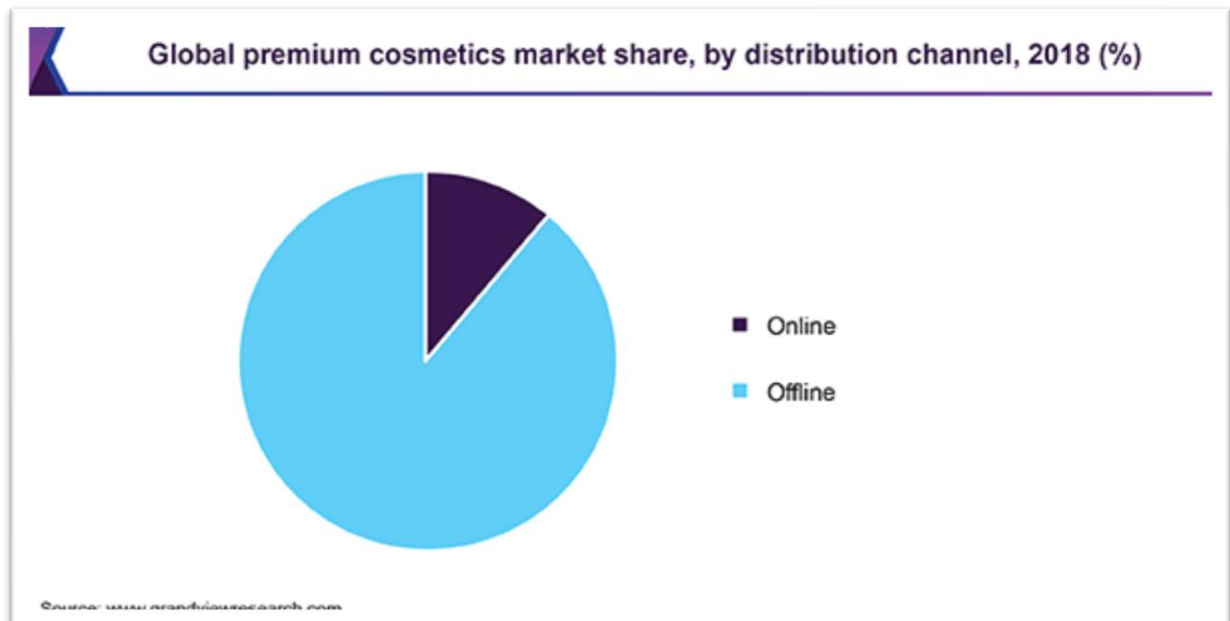
Makeup is proposed to register the fastest CAGR of 8.1% over the forecast period. The market growth is associated to rising demand for organic and natural colour cosmetics to avoid skin infection and irritation. Availability of waterproof and sweat proof products manufactured specially for hot and humid weather conditions, & also increasing the demand for premium Makeup products, like [lipsticks](#), nail paints, foundations, concealers, powders, and so on.

Premium Skincare held the broadest market share in 2018 and is projected to continue leading over the forecast period, directed by high consumption in Asia Pacific. Consumers give preference to products, such as face creams, sunscreens, and body lotions to reduce acne scars, freckles, age spots. Increasing demand for skin brightening products is expected to further fuel the growth. Also, growing awareness and willingness of consumers to spend more money on premium beauty products is boosting the demand for premium skincare products.

Distribution Channels:

The online distribution channel is forecasted to register the fastest CAGR of 9.4% over the forecast period. Growing internet usage, awareness regarding the advantages of online testing of products before purchase, and availability of variety of products are some of the major factors driving the online sales of premium cosmetics products. The consolidation of premium cosmetics brands is very high in developed economies, such as U.S., China, Japan, and U.K. Growing infiltration of premium cosmetics products in developing countries along with increasing preference for online shopping is supporting the growth. Multi brand e-retailers are increasing the

sales of premium cosmetics products owing to their discounts strategy, home delivery and easy return policy. Availability of premium, authentic brands, and variety of products is boosting the on line sales.



Regional Insights

This market report studies the global market size of Premium Cosmeceuticals products, especially focuses on the key regions like United States, European Union, China, and other regions (Japan, Korea, India and Southeast Asia).

This market report presents the Premium Cosmeceuticals sales volume, revenue, market share and growth rate for each key company, and also covers the breakdown data (sales, revenue and market share) by regions, type and applications. history breakdown data from 2014 to 2019, and forecast to 2025.

For top companies in United States, European Union and China, this report considers and analyses the production, value, price, market share and growth rate for the top manufacturers, key data from 2014 to 2019.

Premium Cosmetics Market company Insights

The major market participant includes Coty; Estée Lauder; L'Oréal; LVMH; Shiseido; Chanel; Dior Beauty; and The Procter & Gamble Company (P&G). The market is oligopolistic in nature with influence of a few major companies. The companies implement different strategies, such as new product launches, technological innovation, and mergers and acquisitions to diversify the product offering and to expand their geographical presence.